T O U R I S M

# VISITOR '87

## A TRAVEL SURVEY OF VISITORS TO BRITISH COLUMBIA

*OKANAGAN SIMILKAMEEN TOURISM REGION*

ECONOMIC & REGIONAL DEVELOPMENT AGREEMENT

Canada

BC

O.P. 76702

89-03801/

For additional copies of this publication and/or information about the Canada-British Columbia Tourist Industry Development Subsidiary Agreement, contact:

B.C. Ministry of Tourism and Provincial Secretary
1117 Wharf Street
Victoria, B.C.
V8W 2Z2
(604) 387-1311

or

B.C. Ministry of Regional Development
712 Yates Street
Victoria, B.C.
V8V 1X5
(604) 387-0513

or

Industry, Science and Technology Canada
P.O. Box 11610
900 - 650 West Georgia Street
Vancouver, B.C.
V6B 5H8
(604) 666-2255 or Toll - free at 1-800-663-0433

**Canadian Cataloguing in Publication Data**

Main entry under title:
Visitor '87

"Funded by Canada-British Columbia Subsidiary Agreement Tourist Industry Development".
On cover: Economic & Regional Development Agreement, Canada, BC.
Originally published: Ministry of Tourism, Recreation and Culture.
Contents: [General report] -- Executive summary -- Vancouver Island tourism region -- Southwestern British Columbia tourism region -- Okanagan Similkameen tourism region -- Kootenay country tourism region -- Cariboo tourism region -- North by northwest tourism region -- Peace River Alaska Highway tourism region -- Rocky Mountain tourism region -- High country tourism region.
ISBN 0-7726-0884-9

1. Tourist trade - British Columbia. 2. Travelers - Attitudes. I. British Columbia. Ministry of Tourism and Provincial Secretary. II. Marktrend Marketing Research Inc. III. B.C. Research. IV. Economic Planning Group. V. Canada-British Columbia Tourist Industry Development Subsidiary Agreement. VI. Canada/BC Economic & Regional Development Agreement.

G155.C3V57 1988a 381'.4591711044 C89-092007-9

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## OKANAGAN SIMILKAMEEN TOURISM REGION

Prepared for:

Ministry of Tourism and Provincial Secretary

funded by:
Canada - British Columbia Subsidiary Agreement on
Tourist Industry Development

prepared by:

MARKTREND MARKETING RESEARCH INC.
B.C. RESEARCH
ECONOMIC PLANNING GROUP

March, 1988
(Reprinted February, 1989)

## ACKNOWLEDGEMENT

This study was funded through the Canada-British Columbia Tourist Industry Development Subsidiary Agreement. The Agreement, which provides a variety of programs for tourism development, is cost shared equally by the governments of Canada and British Columbia. All of the activities undertaken through this Agreement are approved by a federal/provincial Management Committee established for the administration of the Agreement.

The Canada-British Columbia Tourist Industry Development Subsidiary Agreement is one in a series of subsidiary agreements under the Economic and Regional Development Agreement (ERDA) signed in November 1984, between the governments of Canada and British Columbia.

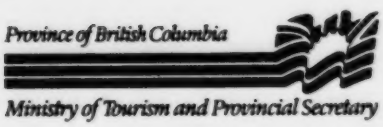
The responsibility for the content of this report is the consultant's alone, and the conclusions reached herein, do not necessarily reflect the opinions of those who assisted during the course of this investigation or the federal and provincial governments which funded the study.

Industry, Science and Technology Canada

Industrie, Sciences et Technologie Canada

Province of British Columbia

Ministry of Regional Development



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BRITISH COLUMBIA TOURISM REGIONS
CASSIAR
FORT NELSON
H
Peace River, Alaska Highway
ALASKA
FORT ST. JOHN
DAWSON CREEK
G
North by Northwest
PRINCE RUPERT
QUEEN CHARLOTTE CITY
PRINCE GEORGE
ALBERTA
QUESNEL
F
Cariboo
E
High Country
WILLIAMS LAKE
GOLDEN
100 MILE HOUSE
KAMLOOPS
SALMON ARM
RADIUM HOT SPRINGS
Vancouver Island
PORT HARDY
A
B
South-western B.C.
C
Okan agan-Similk ameen
VERNON
D
Kootenay Country
NELSON
I
Rocky Mountain
CAMPBELL RIVER
PORT ALBERNI
NANAIMO
VANCOUVER
RICHMOND
PENTICTON
CRANBROOK
VICTORIA
U.S.A.
A Vancouver Island
B Southwestern B.C.
C Okanagan-Similkameen
D Kootenay Country
E High Country
F Cariboo
G North by Northwest
H Peace River, Alaska Highway
I Rocky Mountain

## INTRODUCTION

Visitors '87 is a survey of out-of-province visitors to British Columbia conducted during the period of July to October, 1987. It was undertaken to provide a measure of the numbers of people visiting the province during the summer and fall travel period, and to describe the characteristics and profiles of these visitors. It is the first province wide survey of tourists to British Columbia since 1979.

Visitors '87 involved the surveying of travellers arriving in B.C. at major highways, airports and marine terminals. The survey involved "screening" interviews with representatives of 13,743 travel parties entering B.C., or about 1% of total visitor traffic during the survey period. These parties were comprised of 2,940 excursionists (same-day travellers) and 10,803 tourists (one-or-more night travellers) or visitor parties.

Trip diaries were given to 3 out of 4 visitor parties and these travellers were asked to complete the diary on a daily basis and mail it to Survey Headquarters on the completion of their trip. Response rates of 40% were achieved resulting in 3,225 completed diaries representing over 20,000 party-nights spent in British Columbia. One out of four overnighting visitors were asked for their name and phone number, and a detailed follow-up interview was conducted by telephone (for North American visitors) and in airport departure lounges (for overseas visitors). A total of 1,005 of these interviews were completed.

The results of the personal interviews, telephone interviews and diary questionnaires were analysed and the results published in a provincial report entitled Visitors '87. To provide additional details at the regional level, nine separate reports were prepared - one for each tourist region - of which this is one.

## HOW TO USE THIS REPORT

This report contains a summary of the most often asked questions about non-resident travel to the region. The tables have been set up to provide a variety of information in a concise, tabular format. In all cases, the formats are similar, with a breakdown of responses into three origin categories, a regional total, and a B.C. total.

The three origin categories of Canada, U.S.A. and International provide a comparison among the residents of these areas, which is intended to guide marketing programs. The regional figures and the B.C. figures allow convenient comparisons between the status of the region and the provincial average.

In all cases percentages have been reported. These percentages are intended to add vertically to 100% (in the case of non-multiple responses). In other words, the distribution of responses in each column can be compared to the percentages in the other columns. For example, the number of nights spent in the region by Canadians can be compared to the number of nights spent by Americans or by residents from offshore countries.

To keep the charts uncongested, the actual counts have not been tabulated. However, the counts (representing the number of parties) can be calculated using the figures provided in this report. The following chart tabulates the number of parties visiting each region from each of the three origin categories. Multiplying the appropriate figure from this chart by any percentage in the same origin category will provide a measure of the actual number of visitor parties.

The reader is cautioned that this chart can be used with all exhibits except those recording accommodation and activities. These are measured in party-nights and the appropriate total counts are tallied as Total Party-Nights (in hundreds).

**FACTORS TO CALCULATE**
**ACTUAL NUMBERS OF TRAVEL PARTIES**
**FROM PERCENTAGES**

(During July-October, 1987)

| REGION | CANADA | USA | INT'L | REGION |
|---|---|---|---|---|
| Vancouver Island | 106,000 | 330,000 | 48,000 | 484,000 |
| S.W. B.C. | 247,000 | 407,000 | 128,000 | 782,000 |
| Okanagan | 116,000 | 81,000 | 30,000 | 227,000 |
| Kootenay Country | 37,000 | 24,000 | 4,000 | 65,000 |
| B.C. Rockies | 145,000 | 122,000 | 23,000 | 290,000 |
| High Country | 111,000 | 127,000 | 45,000 | 283,000 |
| Cariboo | 7,000 | 40,000 | 10,000 | 55,000 |
| North by Northwest | 16,000 | 59,000 | 14,000 | 89,000 |
| Peace River | 9,000 | 35,000 | 4,000 | 48,000 |
| B.C. Total | 524,000 | 855,000 | 156,000 | 1,355,000 |

Visitors '87 has generated a vast amount of information about travel to British Columbia and travel within the region. To assist in the task of analysing the results on a regional basis, a series of the key results have been presented.

The following pages contain: a summary explanation of the regional results; a series of twelve tables describing various features about travel to the region; breakdowns of origins into categories of Canada, U.S.A. and International visitors; a comparison to 1979 results; and a summary of what visitors enjoyed most about the region.

In all the tables, the column percentage is quoted to the nearest whole number. The reader is advised to be cautious in interpreting an undue amount of precision in the numbers as statistical reliability varies for each entry in each table. Regional totals are considered accurate to within 3% to 5%, while individual elements in the exhibits have an error factor in the 5% to 20% range.

The reader is also cautioned to recognize the following points when using the report:

- The units of measurement represent number of parties, unless party-nights are specified;
- The survey was conducted solely of non-B.C. residents, as they entered the province between June 21 and October 31, 1987. This 4+ month period represents approximately 52% of total visitor traffic to B.C.;
- Travel by B.C. residents is not included in this survey. Domestic travel is estimated to represent about 45% of total B.C. tourism;
- Consequently, the survey represents between 25% and 30% of B.C. tourism.

For further information regarding the methodology and results of Visitors '87, please contact:

Research Services Branch
Ministry of Tourism, Recreation and Culture
1117 Wharf Street
Victoria, B.C.
V8W 2Z2 Phone: (604) 387-1566

## HIGHLIGHTS

## NON-RESIDENT TRAVEL IN THE OKANAGAN-SIMILKAMEEN

In 1987, there were about 717,000 party-nights spent by non B.C. residents in the Okanagan-Similkameen tourist region during the period from late June to the end of October. The Okanagan region represents approximately 9% of the provincial visitor party-nights.

The total number of parties visiting the Okanagan during the four month survey period was 227,000. Canadians made up just over half the market share at 51% followed by Americans at 36% and International visitors at 13%. The average length of stay was 3.2 nights.

More than half of all visitors to the Okanagan (53%) preferred to travel by private automobile. This was followed by R.V.'s at 25% and rental cars at 19%.

Six out of ten visitors to the Okanagan cited touring was the main reason for their trip. The next most popular activities were visiting friends and relatives (51%) and outdoors activities (26%).

The average party size of visitors to the Okanagan was 2.8, while the most common party composition was comprised of two adults travelling together.

Over three-quarters of visitors to the Okanagan had been to B.C. before as 79% indicated this was not their first trip.

Approximately seven out of ten visitors did not attend Expo 86.

Staying with friends and relatives was the preferred accommodation for one-third of visitors to the Okanagan. This was closely followed by campgrounds (32%) and motels (26%).

Spending time at the beach/lakeshore was the preferred activity for just under half of all visitors to the Okanagan. This was followed by shopping (38%) and sightseeing (37%).

Visitors to the Okanagan spent an average of $86 per party and $31 per person per day. Accommodation was the single largest expenditure at $22 followed by restaurants at $19.

Total non-resident tourist revenue generated in the Okanagan-Similkameen region during the July to October period was $54.9 million. This represents 6% of the total out-of-province visitor expenditure in the province during the summer-fall period.

## NUMBER OF NIGHTS SPENT IN THE OKANAGAN

| NIGHTS | CANADA | U.S.A. | INT'L | REGIONAL TOTAL | B.C. TOTAL |
|---|---|---|---|---|---|
| 1 | 2% | 3% | 1% | 2% | 11% |
| 2 | 3 | 11 | - | 5 | 16 |
| 3 | 5 | 21 | 3 | 11 | 19 |
| 4 | 9 | 13 | 10 | 10 | 12 |
| 5-7 | 30 | 26 | 7 | 25 | 19 |
| 8-10 | 25 | 18 | 21 | 22 | 10 |
| 11-15 | 26 | 10 | 57 | 24 | 11 |
| 16-20 | - | 1 | 2 | 1 | - |
| 20 and over | - | - | - | - | - |
| Row Percentage | 51% | 36% | 13% | 100% | 100% |

- The regional average length of stay for all visitors to the Okanagan was 3.2 nights.
- Half of total party nights (51%) were spent by Canadians.
- Americans were most likely to stay in the region for a shorter period of time: 35% of Americans stayed three nights or less compared to 10% of Canadians and 4% of International visitors.

## IS B.C. THE MAJOR DESTINATION OF VISITORS TO THE OKANAGAN?

| RESPONSE | CANADA | U.S.A. | INT'L | REGIONAL TOTAL | B.C. TOTAL |
|---|---|---|---|---|---|
| No | 15% | 37% | 44% | 26% | 38% |
| Yes | 85 | 64 | 56 | 74 | 62 |
| Row Percentage | 52% | 35% | 14% | 100% | 100% |

- B.C. was the main destination for almost three-quarters (74%) of people travelling to the Okanagan.
- B.C. was most likely to be the main destination for Canadians (85%) followed by Americans (64%) and then International visitors (56%).

## METHOD OF TRAVEL TO B.C.
## OF VISITORS TO THE OKANAGAN

| MODE OF TRANSPORT | CANADA | U.S.A. | INT'L | REGIONAL TOTAL | B.C. TOTAL |
|---|---|---|---|---|---|
| Own Automobile | 64% | 52% | 8% | 52% | 48% |
| Rented Automobile | 4 | 9 | 33 | 9 | 8 |
| R.V. | 19 | 36 | - | 22 | 14 |
| Bus | 2 | - | 4 | 1 | 3 |
| Plane | 19 | 7 | 67 | 21 | 30 |
| Train | - | 2 | 4 | 1 | 1 |
| Cruise | - | - | - | - | 4 |
| Ferry | 3 | 5 | 6 | 4 | 11 |
| Other | 1 | 3 | - | 2 | 1 |
| Row Percentage | 52% | 35% | 14% | 112% | 100% |

- The private automobile was the preferred mode of transportation to B.C. for over half (52%) of all visitors to the Okanagan. The R.V. was the second most popular form of transportation at 22%.
- Just over two-thirds (67%) of International visitors to the Okanagan arrived in B.C. by plane.
- A relatively high one-third of International visitors arrived in B.C. by rental car.
- Fewer than 2% of visitors to the Okanagan arrived in B.C. by bus or train.

## METHOD OF TRAVEL IN B.C.
## OF VISITORS IN THE OKANAGAN

| MODE OF TRANSPORT | CANADA | U.S.A. | INT'L | REGIONAL TOTAL | B.C. TOTAL |
|---|---|---|---|---|---|
| Own Automobile | 65% | 50% | 12% | 53% | 50% |
| Rented Automobile | 15 | 10 | 56 | 19 | 20 |
| R.V. | 19 | 41 | 11 | 25 | 15 |
| Bus | 5 | 3 | 14 | 5 | 11 |
| Plane | 2 | 2 | 3 | 2 | 3 |
| Train | 1 | 1 | 5 | 1 | 3 |
| Cruise | - | - | - | - | 3 |
| Ferry | 16 | 9 | 20 | 14 | 17 |
| Other | 7 | 7 | 19 | 9 | 13 |
| Row Percentage | 52% | 34% | 14% | 128% | 133% |

- The private automobile was the preferred mode of transportation within B.C. for 53% of visitors followed by the R.V. at 25%.

- At 56% International visitors were most likely to travel by rental car.

- Bus and ferry travel was also more popular among International visitors than Canadians or Americans.

- Canadians were the most likely to travel by private automobile (65%) followed by Americans (50%).

**MAIN PURPOSE OF TRIP OF VISITORS TO THE OKANAGAN**

| MAIN TRIP PURPOSE | CANADA | U.S.A. | INT'L | REGIONAL TOTAL | B.C. TOTAL |
|---|---|---|---|---|---|
| Business | 6% | 4% | 4% | 5% | 10% |
| Conference | 4 | 3 | - | 3 | 5 |
| Visit Friends/Relatives | 67 | 30 | 50 | 51 | 38 |
| Touring Trip | 50 | 66 | 90 | 61 | 56 |
| City Trip | 4 | 8 | 12 | 6 | 11 |
| Personal | 8 | 6 | 6 | 7 | 6 |
| Outdoors Trip | 17 | 39 | 24 | 26 | 20 |
| Wilderness/Adventure | 9 | 12 | 21 | 12 | 10 |
| Resort | 23 | 13 | 8 | 17 | 14 |
| Cruise | 2 | 2 | - | 2 | 7 |
| Theme Park | 5 | 8 | 8 | 7 | 6 |
| Special Event | 5 | 11 | - | 7 | 5 |
| Row Percentage | 51% | 35% | 14% | 204% | 187% |

- Touring was the main purpose of trip for just over six out of ten travellers to the Okanagan. Next in order of preference was visiting friends and relatives and an outdoors trip cited by 51% and 26% of visitors respectively.

- Canadians were the most likely to visit friends and relatives (67%).

- Canadians were also approximately twice as likely as Americans and three times as likely as International visitors to stay at a resort.

## PARTY COMPOSITION OF VISITORS TO THE OKANAGAN

| PARTY COMPOSITION | CANADA | U.S.A. | INT'L | REGIONAL TOTAL | B.C. TOTAL |
|---|---|---|---|---|---|
| 1 Adult | 9% | 5% | 4% | 7% | 14% |
| 2 Adults | 44 | 62 | 48 | 51 | 52 |
| 3 Adults | 5 | 5 | 14 | 6 | 5 |
| 4 or More Adults | 9 | 8 | 20 | 10 | 10 |
| Adult(s) and 1-2 Ch. | 24 | 16 | 14 | 20 | 15 |
| Adult(s) and 3+ Ch. | 9 | 3 | - | 6 | 3 |
| Row Percentage | 50% | 36% | 14% | 100% | 100% |
| Average (persons) | 2.9 | 2.7 | 3.0 | 2.8 | 2.64 |

- The average party size of all visitors to the Okanagan was 2.8.
- Just over half (51%) of all travelling parties were comprised of two adults.
- Only one in four parties (26%) were travelling with children.
- International visitors were more than twice as likely as Canadians or Americans to be travelling as a group of four or more adults.

## FIRST VISIT TO B.C. BY VISITORS TO THE OKANAGAN

| RESPONSE | CANADA | U.S.A. | INT'L | REGIONAL TOTAL | B.C. TOTAL |
|---|---|---|---|---|---|
| No | 89% | 78% | 38% | 79% | 73% |
| Yes | 11 | 22 | 62 | 21 | 27 |
| Row Percentage | 52% | 35% | 13% | 100% | 100% |

- Only one in five (21%) visitors to the Okanagan were making their first trip to B.C.
- Canadians were most likely to have made a previous trip to B.C. (89%) followed by Americans (78%) and then International visitors (38%).

## NUMBER OF TRIPS TO B.C. IN THE PAST THREE YEARS BY VISITORS TO THE OKANAGAN

| NO. OF TRIPS | CANADA | U.S.A. | INT'L | REGIONAL TOTAL | B.C. TOTAL |
|---|---|---|---|---|---|
| None | 16% | 21% | 35% | 19% | 19% |
| 1 | 6 | 16 | 33 | 12 | 15 |
| 2 | 18 | 27 | 22 | 21 | 21 |
| 3 | 20 | 11 | - | 16 | 15 |
| 4-5 | 14 | 11 | - | 12 | 11 |
| 6 or more | 26 | 14 | 10 | 20 | 19 |
| Row Percentage | 58% | 36% | 6% | 100% | 100% |
| Average (trips) | 4.1 | 3.2 | 1.5 | 3.6 | 3.71 |

- Visitors to the Okanagan had made an average of 3.6 trips to B.C. during the past three years.
- Canadians had made the most trips during the past three years averaging 4.1.
- Less than one in five visitors (19%) had not visited B.C. at all during the past three years.

## VISITED EXPO 86 BY VISITORS TO THE OKANAGAN

| RESPONSE | CANADA | U.S.A. | INT'L | REGIONAL TOTAL | B.C. TOTAL |
|---|---|---|---|---|---|
| No | 63% | 74% | 85% | 69% | 68% |
| Yes | 37 | 27 | 15 | 31 | 32 |
| Row Percentage | 56% | 35% | 10% | 100% | 100% |

- Almost seven in ten visitors to the Okanagan (69%) did not attend Expo 86.
- Canadians were the most likely to have attended Expo (37%) followed by Americans (27%) and then International visitors (15%).

## ACCOMMODATION USED BY VISITORS TO THE OKANAGAN

| ACCOMMODATION | CANADA | U.S.A. | INT'L | REGIONAL TOTAL | B.C. TOTAL |
|---|---|---|---|---|---|
| Hotel | 3% | 1% | 4% | 2% | 16% |
| Motel | 24 | 31 | 34 | 26 | 24 |
| Campground | 27 | 47 | 33 | 32 | 24 |
| Friends/Relatives | 40 | 19 | 29 | 34 | 26 |
| Resort/Lodge | 2 | 1 | - | 2 | 4 |
| Cottage/B & B | - | 1 | 1 | 1 | 2 |
| Other | 4 | - | - | 3 | 4 |
| Row Percentage | 64% | 24% | 11% | 100% | 100% |
| Total Party-Nights x (100) | 3417 | 1299 | 603 | 5319 | 57119 |

- Staying with friends and relatives was the preferred accommodation for just over one-third of visitors to the Okanagan. This was followed closely by camping - preferred by just under one-third (32%) of visitors, and then motels (26%).

- Canadians were most likely to stay with friends and relatives (40%), while Americans were most likely to camp (47%) and International visitors were the most likely to stay in motels (34%).

## ACTIVITIES PURSUED BY VISITORS TO THE OKANAGAN

| ACTIVITIES | CANADA | U.S.A. | INT'L | REGIONAL TOTAL | B.C. TOTAL |
|---|---|---|---|---|---|
| Shopping | 42% | 30% | 38% | 38% | 37% |
| Tour | 8 | 6 | 12 | 8 | 11 |
| Sightseeing | 34 | 44 | 41 | 37 | 50 |
| Passing Through | 19 | 34 | 40 | 26 | 21 |
| Business | 4 | 6 | - | 4 | 8 |
| Outdoor Activities | 35 | 31 | 35 | 34 | 28 |
| Sporting Activities | 15 | 12 | 28 | 16 | 11 |
| Nightlife | 10 | 4 | 5 | 8 | 9 |
| Other Activities | 1 | 4 | 4 | 2 | 4 |
| Beach/Lakeshore | 44 | 46 | 56 | 46 | 27 |
| Museum/Gallery | 2 | 4 | 8 | 4 | 11 |
| Historic Site | 6 | 6 | 14 | 7 | 14 |
| Amusement Park/Fair | 9 | 4 | 6 | 7 | 4 |
| Gardens/Parks | 14 | 13 | 17 | 14 | 25 |
| Friends/Relatives | 43 | 27 | 21 | 36 | 26 |
| Other | 2 | 2 | 2 | 2 | 3 |
| Sporting Event | 2 | 1 | 1 | 2 | 2 |
| Festival | 4 | 12 | 1 | 6 | 3 |
| Cultural Performance | 3 | 3 | 1 | 3 | 3 |
| Other Event | 1 | 1 | 2 | 1 | 1 |
| Row Percentage | 61% | 26% | 13% | 300% | 298% |
| Total Party-Nights x (100) | 3205 | 1362 | 699 | 5266 | 56715 |

- The most popular activities for visitors to the Okanagan were beach/lakeshore (46%), shopping (38%) and sightseeing (37%).
- Americans and International visitors were approximately twice as likely as Canadians to be passing through.
- Activities which did not appear very popular include cultural performances, sporting events or visiting museums and galleries.

## AVERAGE EXPENDITURES BY VISITORS TO THE OKANAGAN

| CATEGORY | CANADA | U.S.A. | INT'L | REGIONAL TOTAL | B.C. TOTAL |
|---|---|---|---|---|---|
| Accommodation | $21.94 | $21.28 | $27.65 | $22.48 | $37.28 |
| Auto Transportation | 13.65 | 13.35 | 14.67 | 13.70 | 15.19 |
| Other Transportation | .96 | .45 | 2.02 | .96 | 6.48 |
| Package/Cruise | 3.10 | .17 | 4.83 | 2.55 | 10.19 |
| Restaurants | 18.37 | 17.80 | 22.87 | 18.78 | 26.75 |
| Groceries | 8.03 | 5.87 | 17.05 | 8.60 | 7.89 |
| Recreation/ Entertainment | 5.16 | 3.04 | 2.15 | 4.23 | 5.26 |
| Shopping/Souvenirs | 12.72 | 8.09 | 14.50 | 11.73 | 18.88 |
| Other | 3.02 | 2.38 | 4.38 | 3.03 | 4.87 |
| Total Expenditure per party per day* | $86.75 | $72.44 | $109.57 | $85.88 | $131.88 |
| Average Party Size | 2.9 | 2.7 | 3.0 | 2.8 | 2.64 |
| Total Expenditure per person per day* | $29.91 | $26.83 | $36.52 | $30.67 | $49.95 |

- The average expenditure by visitors to the Okanagan was $86 per party per day, while the average per person expenditure was $31. These figures are considerably lower than the provincial average.
- International visitors tended to spend the most both per party ($110) and per person ($37) per day.
- Accommodation was the single largest daily expenditure at $22. This was followed by restaurants at $19.

* Totals may not add due to rounding of individual expenditure items and due to analytical techniques based on questionnaire responses recorded to the nearest dollar.

## "BEST" ASPECTS OF EACH REGION

| RESPONSE | SOUTHWEST B.C. | VANCOUVER ISLAND | OKANAGAN SMILKAMEEN | KOOTENAY COUNTRY | B.C. ROCKIES | HIGH COUNTRY | CARIBOO | NORTH BY N.W. | PEACE RIVER-ALASKA | B.C. TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|
| Scenery | 49% | 51% | 38% | 65% | 51% | 52% | 58% | 54% | 49% | 46% |
| Mountains | 9 | 6 | 7 | 6 | 16 | 7 | - | 15 | 6 | 9 |
| Lakes | 13 | 15 | 19 | 14 | 14 | 14 | 11 | 5 | 8 | 13 |
| Gardens | 9 | 10 | 3 | 2 | 1 | 9 | - | 15 | 6 | 5 |
| Fruits | 5 | 6 | 14 | 7 | - | 3 | - | - | - | 4 |
| Parks | 5 | 8 | 3 | 6 | 11 | 4 | - | 4 | - | 4 |
| Clean | 1 | 1 | 5 | - | 2 | 1 | - | 10 | 1 | 3 |
| Weather | 21 | 28 | 49 | 38 | 30 | 19 | 4 | 7 | 20 | 24 |
| Family | 13 | 7 | 25 | 43 | 8 | 10 | 4 | 5 | 14 | 15 |
| Friendly | 21 | 23 | 17 | 9 | 24 | 21 | 20 | 33 | 26 | 20 |
| Recreation | 9 | 10 | 22 | 5 | 21 | 5 | 25 | 2 | 12 | 13 |
| Food | 9 | 9 | 9 | 7 | 7 | 7 | 11 | 16 | 6 | 9 |
| Accommodation | 9 | 4 | 6 | 9 | 7 | 9 | - | 21 | 8 | 8 |
| Shopping | 2 | 3 | - | 1 | 5 | 1 | - | 21 | - | 3 |
| Campgrounds | 4 | 4 | 8 | - | 15 | 7 | 15 | 4 | 12 | 9 |
| Wilderness | 3 | 4 | - | - | 7 | 6 | 11 | - | 6 | 4 |
| Outdoors | 11 | 12 | 5 | 19 | 26 | 9 | 15 | 16 | - | 10 |
| Relaxing | 9 | 8 | 6 | 6 | 5 | 6 | 10 | 3 | 11 | 6 |
| Gen. Pretty | 12 | 7 | 7 | 6 | 4 | 5 | 8 | 21 | 9 | 6 |
| Gen. Touring | 4% | 2% | 9% | - | 4% | 2% | 11% | 9% | - | 4% |

- Mentioned most often as the "best" aspects of the Okanagan were the scenery (38%), the weather (49%), the lakes (19%), and family oriented (25%).
- The "best" aspects of British Columbia were significantly different with the most common choices being scenery, weather, friendliness and recreation.
- Ranking lower in the opinions of visitors to the Okanagan than the overall perception of the province were scenery, mountains, friendliness, accommodation, shopping and wilderness.

## INTEREST IN VISITING REGIONS BY SEASON

| REGION | SEASON | | | |
|---|---|---|---|---|
| | SPRING | SUMMER | FALL | WINTER |
| Southwestern B.C. | 34% | 68% | 36% | 22% |
| Vancouver Island | 39 | 67 | 35 | 23 |
| Okanagan Smilkameen | 24 | 82 | 25 | 19 |
| Kootenay Country | 12 | 85 | 3 | 24 |
| B.C. Rockies | 28 | 83 | 16 | 24 |
| High Country | 30 | 79 | 23 | 16 |
| Cariboo | 12 | 100 | 50 | 18 |
| North by N.W. | 15 | 74 | 35 | 9 |
| Peace River-Alaska | 55 | 73 | 39 | 23 |
| Total | 34% | 74% | 33% | 20% |

- The Okanagan was perceived as an appropriate location to visit in the spring by one-quarter of summer visitors.
- Over 80% of existing visitors would be interested in visiting in the summer and one-quarter in the fall.
- Winter was seen as a season to visit the Okanagan by 19% of summer visitors.

## COMPARISON OF VISITORS TO THE OKANAGAN SHILKAMEEN BETWEEN 1979 AND 1987

| ORIGIN | 1979 | | 1987 | |
|---|---|---|---|---|
| | OKANAGAN | B.C. | OKANAGAN | B.C. |
| Alberta | 53% | 33% | 34% | 19% |
| Saskatchewan | 8 | 5 | 4 | 3 |
| Manitoba | 4 | 2 | 3 | 2 |
| Ontario | 5 | 6 | 6 | 7 |
| Quebec | 1 | 1 | 4 | 2 |
| Other Canada | 1 | 1 | 1 | 1 |
| Total Canada | 72 | 48 | 52 | 34 |
| Washington | 13 | 18 | 12 | 14 |
| Oregon | 2 | 5 | 6 | 6 |
| California | 4 | 11 | 8 | 13 |
| Other West. U.S. | 3 | 6 | 7 | 12 |
| Other U.S. | 3 | 7 | 4 | 12 |
| Total U.S. | 25 | 47 | 37 | 57 |
| Europe | 4 | 4 | 11 | 7 |
| Asia | 1 | 1 | - | 1 |
| Australia/N.Z. | - | 1 | 2 | 2 |
| Other World | - | - | 1 | 1 |
| Total International | 5% | 6% | 14% | 11% |

- The significance of Canada as a market area has declined from 72% in 1979 to 52% in 1987. Most of this decline has been from Alberta.
- Increases were registered in the American market, up from 25% in 1979 to 37% in 1987. All markets increased with the exception of Washington.
- International visitors made the largest relative change, increasing from less than 5% in 1979 to more than 14% in 1987.